

WWW.LEPOTAIZDRAVLJE.RS

Interactive lifestyle portal "Beauty and Health" is aimed at ladies of all ages who wish to look better, live healthier and be happier. We did our best to offer them everything a modern woman would like to know in one place, without having to browse through thousands of magazines. Our ladies may obtain information about make-up or fashion trends and the latest beauty products, but they may also learn how to do all that without spending money, by revealing their little secrets from the home pharmacy. They may also find information about the lives of celebrities, and they may also discover many things about the major cultural events in the region. Apart from having a beautiful face and body, it is also very important to keep developing your spirit, taking care of your mental and physical well-being, and we will do our best to offer advice related to psychology, nutrition, love and sex, and feature it on the website on a daily basis.

STANDARD FORMATS

COVER

728 x 90 px

300 x 250 px

300 x 250 px

300 x 250 px

INNER PAGE

728 x 90 px

300 x 250 px

300 x 250 px

300 x 250 px

| NUMBER OF DISPLAYS: | PRICE (CPM) |
|---------------------|-------------|
| 0 - 250.000 | 3,5 CPM |
| 250.001 - 500.000 | 3 CPM |
| 500.001 - 750.000 | 2,5 CPM |
| 750.001 - 1.000.000 | 2 CPM |
| Over 1.000.000 | 1,5 CPM |

TECHNICAL SPECIFICATIONS

| | |
|------------------------------|---------|
| standard banners up to 40 kB | GIF/JPG |
| Standard banners up to 50 kB | FLASH |

For all the banners in the second scroll the price is multiplied with 0.9 coefficient, while the price for the banners in the bottom of the page is multiplied by 0.7 coefficient.

The prices are outlined in points, 1 point equals 1 Euro. The payment is to be conducted in RSD counter-value calculated at the middle exchange rate of NBS on the day of payment. The prices do not include VAT.

CPM (Cost per mile) – Price per one thousand displays

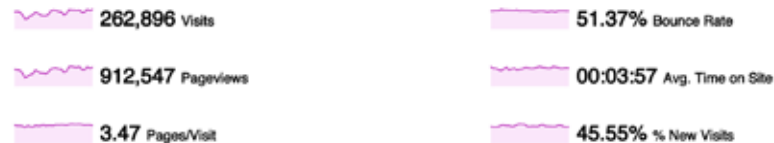


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COLOR PRESS GROUP

COMPANY COLOR PRESS GROUP PUBLISHES MAGAZINES: CKM • JOY • BRAVAČASA • INTELLIGENT LIFE • THE ECONOMIST • MOJA BEBA • BEAUTY FORUM • MOJA KOSA • SAVRŠENO VENČANJE • LEPOTA & ZDRAVLJE • SVET • SCANDAL • HELLO • BRAVO • BRAVO SPORT • POŠALJI RECEPT • CVEĆE U DOMU • DOBRA HRANA • TOP ZDRAVLJE • LEKOVITO BILJE • TORTE I KOLAČI • TV NOVELE • SCREEN FUN...

GOOGLE ANALYTICS

SITE USAGE PER MONTH



SPECIAL FORMATS

| TAKEOVER | FLOAT | PULL OFF | ROLL DOWN |
|----------|-------|----------|-----------|
| | | | |

| FORMAT | DIMENSIONS (px) | PRICE |
|-----------|----------------------------------------------|----------------|
| TAKEOVER | Homepage | 17 CPM |
| FLOATER | 300 x 300 / 500 x 500 | 3,25 / 3,5 CPM |
| PULL OFF | 500 x 500 | 3,5 CPM |
| ROLL DOWN | 728 x 90 / 728 x 240 / 300 x 250 / 300 x 500 | 5,5 CPM |
| BRANDING | Homepage | 1200 € |
| BRANDING | Topic | 850 € |

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